



News From

JACK DOYLE

MONROE COUNTY EXECUTIVE

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CHET THE CHEETAH PROGRAM WINS GOVERNOR'S AWARD

Third graders credited with recycling increase

Monroe County Executive Jack Doyle today announced that the Monroe County Department of Environmental Services received the 2000 Governor's Waste Reduction and Recycling Award for Achievement of Excellence for its innovative Chet the Cheetah recycling program. Monroe County created this educational campaign to encourage environmental stewardship among third graders in city, suburban and parochial schools.

"Our Chet the Cheetah program is a fun way for young kids to learn how to reduce, reuse and recycle, and it teaches them the importance of preserving our land for generations to come," said Doyle. "We rely on kids to make recycling in their homes a common practice and credit the third graders' actions, along with their families, for the 14% increase in the county's recycling rate."

Chet the Cheetah is the county's recycling mascot who promotes environmental education. The program consists of a calendar with monthly activities, distributed to 13,000 third graders each year in the county; an interactive Web site: www.ChetTheCheetah.org; and two videos: "Chet Chats...About Trash" and "Chet Chats...About Wastewater." A mobile outreach unit and a transit bus also feature Chet the Cheetah and travel the county to increase awareness for participation in recycling.

"By practicing recycling habits now, these kids will be exemplar environmental role models as adults, and hopefully they won't have to worry about running out of clean land when they get older," said Doyle.

The Governor's Waste Reduction and Recycling Awards honor commendable waste reduction and recycling practices that help New York State meet its waste reduction and recycling goals. The awards, given in two

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categories: Innovation and Achievement of Excellence, were presented by State Department of Environmental Conservation (DEC) Executive Deputy Commissioner Gavin Donohue on October 20, 2000 at the 11th annual New York State Recycling Seminar at the Crowne Plaza Hotel in Albany.

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